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***ENG 352***

***Assignment 1***

***Localization Food Products***

***Localization:***

Means involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold.

In the other words, it is the modification of a business, product, content, so that it satisfies both the language and cultural differences of the target market.

***Example:***

McDonald’s Burgers.

***When:***

Due to Desert Storm or the first Gulf War, many Western military wanted food from McDonald’s but it had not come to the Middle East. Soon after, the franchise was purchased and now there are hundreds of McDonald’s restaurants throughout the Middle East.

***What:***

Many of the same foods are sold with identical names in other parts of the world which have English names such as the Big Mac (beef or chicken), the Quarter Pounder (beef), and Chicken Mc Nuggets, etc but the only difference in the Middle East is that the meat must be Halal.

In order to gain popularity in the fast food industry they must come up with new and innovative products such as the McArabia which is composed of meat similar to the Arab Kofta and also the spices and flavors should be similar to Arabic foods



***How:***

In the Middle East many people are Muslims and it is required that the beef be Halal, so the animals must be killed in a religious way using Islamic laws for killing of meat. The beef must be 100% Halal and the chickens must be pure Halal chicken and include the breast meat and there can be no additives and no fillers. The fries must be fried in pure vegetable oil without any additives or flavors which make them have the highest quality.



***Why:***

If the industry of McDonald’s wants to sell their food products in the Middle East, the food has to be Halal and the way it is cooked must be according to Islamic law. Muslims are instructed in their religion to be very careful not to eat what is forbidden. If McDonald’s wants to be a success in the Middle East they have to make their food appealing to the people and reassure them that the food is lawful to eat.

***Sources:***

<http://www.mcdonalds.com/>

<http://www.mcdonaldsarabia.com>

<http://www.answers.com/topic/mcdonald-s>